

NEXT GENERATION MERCHANDISING SYSTEM**ABSTRACT OF THE DISCLOSURE**

Trays within a given level of a drum-type vending machine form individual zones, and may be further subdivided into additional individual zones, for which pricing may be separately specified. A vend door for the corresponding level is constrained to allow access to a given zone upon payment of the appropriate amount. More levels and greater flexibility in pricing and product selection are thus enabled, together with greater control over vending operations.